

Coffee Arabica Foundation for Education

Recommendations for More Effective Communication with Millennial Audience

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1. Introduction

The Coffee Arabica Foundation for Education, also known as CAFE, is a non-profit organization that aims to fund scholarships for Honduran children. CAFE’s commitment is to help children fulfill their dreams of education in order to break the poverty cycle that has endured for generations in Honduras. Due to minimal funding, CAFE doesn’t have the resources necessary to

make as large of an impact as they strive for. CAFE wishes to find a better way to communicate with and generate support from target audiences, with the focus being millennials. This report will provide CAFE with the information they need to convince the target audience to act on their empathy and purchase products or give monetary donations to the company.

2. Executive Summary

The Coffee Arabica Foundation for Education works with communities in the United States and Honduras to engage in the promotion of education and the prevention of youth misconduct. The idea of CAFE first flew into president Maria Leonard's mind in 2005 after enjoying a hot cup of organic Honduran coffee. After discovering the coffee, Maria decided that she wanted to expose the rest of the world to the wonderful delight of naturally organic Honduran coffee. She then began to research everything about the product and the people who produce it. Maria found that the coffee plantations were located in El Merendón mountains and that the families living there receive the majority of their income from these coffee plants. Due to the farmers' organic methods, they barely receive enough income to feed their families.

Within a few years, Maria had gathered a committed team of people to help make the creation of a charitable public organization possible. The scholarship program began in 2009 to help the rural communities of El Perú, Peñitas Arriba, San Antonio, Berlín I, Berlín II, Suyapita , and Las Crucitas I. The program aims to benefit these communities and the people living there in two ways. First, by being selected to receive scholarships from the program, CAFE assists the education of children by raising funds to pay for the student's tuition, possible internships, and any other necessary supplies. Second, CAFE uses the coffee they produce as a fundraising tool towards the program. This both stimulates the Honduran economy and increases the farmer's profit margin.

In Honduras, six years of elementary schooling is all that the government supports. After this, many kids give up on further schooling in order to help their families at home or because they lack the financial means. Out of the students who decide to continue with school, only one third graduate with a high school diploma. Honduras is very poor country with 85% of the population living in poverty and an unemployment rate of 27.8%, therefore it is understandable why it is difficult to send students to school.

CAFE's goal is to provide scholarships for impoverished rural Honduran children so that they may receive education from 7th to 12th grade. This is a goal that needs a lot of money to be achieved. CAFE has taken many forms in order to help this goal whether its coffee sales, book drives, or the development of community days. They believe that creating a strong foundation in the community will help support their cause and contribute to the message making it across countries. Their goal to further these children's education is capped at the amount of contributions/sales they incur, which has led them to enlist the help of The University of Pittsburgh's Business department in helping correct these issues.

3. Objectives, Procedures, and Audiences

The goal of this report is to help this cross-national non-profit organization better communicate with and generate support from target audiences with a special focus on millennials. Our team's goal is to conduct research and develop strategies to get targets to develop affinity for the organization and to act on that affinity to support the organization through monetary donations and purchase of available product. Our target audiences include both the organization itself as well as any teachers/ peers who would be interested, with our recommendations being focused on millennials and students.

Our strategies and recommendations have been adapted to fulfill and create solutions for CAFE's objectives:

1. Purchase coffee with profits going to scholarships.
2. Realize that the community cannot produce enough coffee to fully support those scholarships.
3. Generate new and creative ways to communicate a case for support to fund scholarships.

3.1 Strategies

Building off the objective above, the strategies we established include:

1. Millennial engagement
2. Brand-awareness
3. Improvement of company aesthetics
4. Adapt and innovate different sales platforms

Based on these strategies we conducted both secondary and primary research to help corroborate a set of recommendations that would be able to contribute to CAFE's accomplishment of these broad strategic objectives.

3.2 Recommendations

Here are the specific recommendations developed from the general strategies above:

1. Campus Recruitment
 - a. Recruiting undergraduates for internship opportunities of the nonprofit will ultimately better engage the millennial audience.
2. Digital Presence
 - a. Increasing their digital public network through social media will increase brand awareness.
3. Repackaging

- a. Improve the company's customer appeal through a change in packaging. Adapting the current silver bags to brown coffee bags for public sale to better obtain profitability in a hostile market.

4. Patreon

- a. Crowdfunding membership platform that provides business tools for creators to run a subscription content service, with ways for companies to build relationships and provide exclusive services to their subscribers, or "patrons".

3.3 Procedures

In an effort to better understand the target population, a survey was conducted through Qualtrics. This survey was sent out to current undergraduate students. Over 50 respondents were asked questions about consumer packaging preferences, subscription preferences, internship preferences, and favorability towards CAFE's current website and social media.

These questions were intended to gauge the attitudes that respondents held towards CAFE's current problem areas (millennial engagement, brand awareness, company aesthetics, and the utilization of different sales platforms) and towards our recommendations (campus recruitment, digital presence improvements, repackaging efforts, and a subscription service platform).

4. Coffee Package Findings

In the following section, we will discuss the research that our group conducted to help determine how the Coffee Arabica Foundation for Education could increase the package aesthetics.

Throughout our survey, we asked several questions about preferences between two types of coffee packages. We presented the surveyee with two types of packages; photos of them can be found in Exhibit 1 in the Appendix (Question 6, pg 25). The following array of questions regarding coffee packaging is in relation to those photos.

4.1 Primary Research

After presenting the subjects with both styles (our intended recommendation style and the current CAFE coffee package) we asked the respondents several questions about their preferences. The results of the survey indicated that 84% of respondents believed the brown paper coffee package looked more appealing and while 16% of respondents believed the silver bagged coffee looked more appealing. Refer to Exhibit 1 (Question 7, pg 26) in the Appendix for a graphical representation.

Next, we asked consumers if *ceteris paribus* (both quality and price were equal in the bags), which bag they would prefer. 86.27% of respondents then insisted that they would choose the brown paper bag of coffee whereas only 13.73% of respondents chose CAFE's current coffee packaging. Refer to Exhibit 1 (Question 8, pg 26) in the Appendix for a graphical representation.

Lastly, if respondents chose the brown bagged coffee package for both of the above questions, they were automatically directed to briefly explain why. Refer to Exhibit 1 (Question 9, pg 27) in the Appendix for a visual representation. The word cloud pictured in this exhibit shows that the words most-often chosen to explain the preference for the brown paper bagged coffee include: better, natural, aesthetics, pleasing, nice, quality, look, organic, and brown.

4.2 Secondary Research

In addition to conducting our own primary research regarding consumer preferences in different types of coffee packages, we also conducted secondary research about the importance of an aesthetically pleasing coffee package. Our group completed this research in order to later explain the necessity in package appearances.

Throughout this research, we found a variety of statistics to support the statement that the appearance of any package is extremely important to consumers. In an article titled “2018 Beverage Trends in Packaging and Processing”, it states that one-third of a consumer purchase is based on the package alone. In addition, it states that 73% of millennials are willing to pay extra for a package that appears to look more natural and avoids depletion of natural resources.

5. Patreon Survey Findings

We also asked questions pertaining to subscriptions to test possible preferences towards a mobile coffee subscription service with

5.1 Primary Research

We presented the surveys with our “pitch” for the CAFE Patreon as seen here:

“Patreon would allow you to start a subscription with the Coffee Arabica Foundation for Education and begin getting coffee delivered to your door every week/ two weeks/ or month for a small contribution to their non-profit. This would mean that you would no longer have to go out and buy inferior beans. You would no longer need to get them on your own time, and you would simultaneously support education for those who can’t afford it themselves! Please rank how interested you would be in subscribing to this particular system in regard to the following circumstances.”

Refer to Exhibit 1 (question 13, pg 31) in the appendix for questions based on above statement and scenarios used for concurrent research findings based on subjects interest:

1. Equally expensive scenario, 19% stated that they would not be interested at all, 13% stated that they would not be interested, 23% stated that they were unsure, 29% stated that they would be interested, and 13% said they would love this idea.
2. Slightly more expensive scenario, 24% stated that they would not be interested at all, 18% stated that they would not be interested, 30% stated that they would be unsure, 18% stated that they would be interested, and 10% stated that they would love this.

3. Slightly less expensive scenario, 18% stated that they would not be interested at all, 10% stated that they would not be interested, 12% stated that they were unsure, 28% stated that they were interested, and 32% stated that they would love this.

5.2 Secondary research

We then conducted secondary research on millennials' propensity towards subscriptions. Throughout this research we discovered that the Patreon platform has over 2 million patrons according to their website. According to a recent study conducted by MyTotalRetail, 92% of millennials have active subscriptions (Cohn "Merchants Take Note: Millennials are Driving the Subscription Economy" 2017). Additionally, 61% of millennials have given a subscription as a gift (Cohn "Merchants Take Note: Millennials are Driving the Subscription Economy" 2017).

6. Digital Media Findings

In the following section we will be discussing both the primary and secondary research we conducted regarding CAFE's website and social media. We conducted this research in order to gain insight on how the digital media aspects affect the organization.

6.1 Primary Research

We asked our survey participants several questions about CAFE's website. We first asked our surveyors to view the CAFE website and then rank the website's aesthetics. 14.29% of respondents described the website's aesthetics as "terrible", 28.57% described the website's aesthetics as "average", 44.9% described the website's aesthetics as "good", and 12.24% described the website's aesthetics as "excellent". After the respondents ranked the website's appearance, we asked a hypothetical question: Could CAFE maximize their donations if they updated their website? In response, 26% chose "definitely yes", 36% chose "probably yes", 32% chose "might or might not", 2% ranked "probably not", and 4% chose "definitely not".

Refer to Exhibit 1 (questions 22-23, pg 39-40) , in the Appendix, for graphical representation of the stated research.

6.2 Secondary Research

After conducting primary research on the digital media component of the Coffee Arabica Foundation for Education and the importance of websites and social media for nonprofits specifically.

We also found that the Case Foundation conducted a Millennial Impact Report. This report compiled a myriad of statistics and research that focus on how nonprofits can best engage millennials. We found a plethora of statistics that we believe will later support our recommendations. Furthermore, 60% of millennials liked it most when nonprofits shared information about successful stories about people ("Millennial Impact Report" 16).

Furthermore, we researched how millennials exactly use social media in reference to social causes. In an article written by Tina Jeppsen titled “4 Insight for Nonprofits from: The 2016 Millennial Impact Report”, Jeppson reported that 61% of respondents indicated they had posted on social media at least once in the past week, and most of these respondents posted 1-3 times (31%). Millennials not only use social media to connect people to people, but to connect people to ideas, causes, and brands (Jepson). Furthermore, more than 60% of the respondents said that they felt most invested in a cause when the nonprofit shared compelling stories about successful people and stories they have helped.

7. Campus Recruitment Research

This section will discuss the research we conducted on campus recruitment. One of CAFE’s biggest problems is their inability to find and retain volunteer help. For this reason, we wanted to home in on providing a recommendation for how to recruit more help. As a group, we decided that the easiest way for CAFE to recruit more volunteers would be through the use of Handshake. We conducted both primary and secondary research on the effectiveness of Handshake.com to further support the following recommendation.

7.1 Primary Research

We asked our surveyees several questions about Handshake platform. Lastly, we asked our respondents “Would you accept an unpaid internship that provided you real-world experience if the conditions were correct? (Location proximity, matching major requirement, and time commitment available)”. In response, 49.12% responded “yes”, 19.3% responded “no”, and 31.57% responded “maybe”. Refer to Exhibit 1 (question 23,) in the Appendix for a graphical representation.

7.2 Secondary Research

After conducting primary research regarding Handshake.com, we then continued on to research Handshake and its effectiveness in connecting employers and nonprofits to undergraduates. Our recommendation for CAFE is primarily centered around this particular recruitment platform; Handshake allows employers and nonprofits to post multiple job openings, filter-through applicants, set up on-campus interviews, and register for on-campus career fairs.

According to Handshake.com, over 700 universities ranging from the University of Miami to Brown University have active memberships with them; 75% of the most selective universities have official partnerships with Handshake. Furthermore, of the 700 universities that have an active membership with Handshake, all the Pittsburgh universities and colleges have an active membership with Handshake. This includes Duquesne University, Carnegie Mellon, University of Pittsburgh, Carlow University, and more. In addition, according to Handshake, 9 million students and young alumni use Handshake.com. Lastly, the Millennial Impact Report states that 72% of millennials are interested in volunteering for nonprofits (“Millennial Impact Report” 25).

8. Interns are Out There

One of the major issues within the CAFE is the lack of good, reliable talent. Having a support team for any organization--whether it be a school group project, a club team, or a corporation, is crucial to success. Nonetheless, having a core group of people to support a goal is imperative. At this point in time, CAFE lacks this core group. In fact, one would think that for having as massive of a goal as this non-profit does, sending struggling Honduran students to high school, that there would be a large group working towards such an honorable goal and yet there is not. There is no team, no departments, and no groups. There are only four consistent workers. For that reason, recruiting consistent, competent volunteer talent is a crucial part of our team's recommendation.

However, finding adults with the same dedication to this cause and time commitment has proven to Margery near impossible. For that reason, we believe it's imperative that CAFE invest in recruiting college interns through Handshake.com. The University of Pittsburgh, Carlow University, Duquesne University, Chatham University, and Carnegie Mellon are all within a few miles of CAFE. At each of these universities' business and communication schools, there are students yearning for someone to give them a chance; simultaneously, Margery is yearning for willful and eager talent to help her non-profit to thrive.

8.1 Millennial Revival

As we mentioned earlier, the need for a youthful revival in CAFE: a college intern/s would solve that exact problem. Not only would Margery be giving students a chance to boost their resumes, she would be receiving much-needed help in all aspects of her organization: social media help, website development help, marketing help, brand packaging help, lead follow-up help, and more.

Connecting with college campuses and searching for college intern help is significantly easier than one may think. In fact, each of the universities listed above use the website Handshake.com. In fact, according to Handshake, over 700 universities have active memberships with Handshake.com; furthermore, 75% of the most selective universities have a membership with Handshake.com This website is known to be the one-stop shop for campus recruiting needs. Handshake.com is free, it allows one to post a job to multi-schools, allows applicant filtering (GPA and major filtering), the scheduling of on-campus interviews, and direct messaging with students. This digital platform is an efficient and more importantly, free method to recruit the top, youthful talent that CAFE desperately needs.

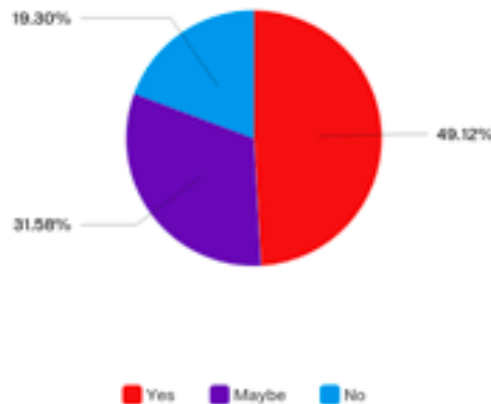
8.2 Contributing Research

Through the online survey we conducted, we found that of the participants that did use Handshake.com, 38.6% responded that they were "definitely" searching for internships. This statistic illustrates the large number of students that are currently seeking internship. This statistic is especially relevant to CAFE because it is important that their team knows just how many students are currently looking for internships to both build their resume and gain work experience. After asking how many students are currently searching for internships, we then proceeded to ask whether students would accept an unpaid internship (contingent upon if it

matched their major, availability, and location proximity). In response to this question, 49.21% of people responded “yes”.

The pie chart below in Figure 1 further supports our claim that students are willing to accept unpaid internships in order to gain experience and build their resumes. This graph in-itself should serve as motivation for CAFE to search for undergraduate interns. Undergraduate students are willing to work unpaid; in fact, in the Millennial Impact Report, it states that 72% of millennials were interested in volunteering for nonprofits ("Millennial Impact Report" 25). Hiring undergraduate interns will provide a mutually beneficial relationship to both CAFE and to the intern. CAFE will receive the help that they desperately need in a variety of aspects including marketing, supply chain management, and finance.

Figure 1

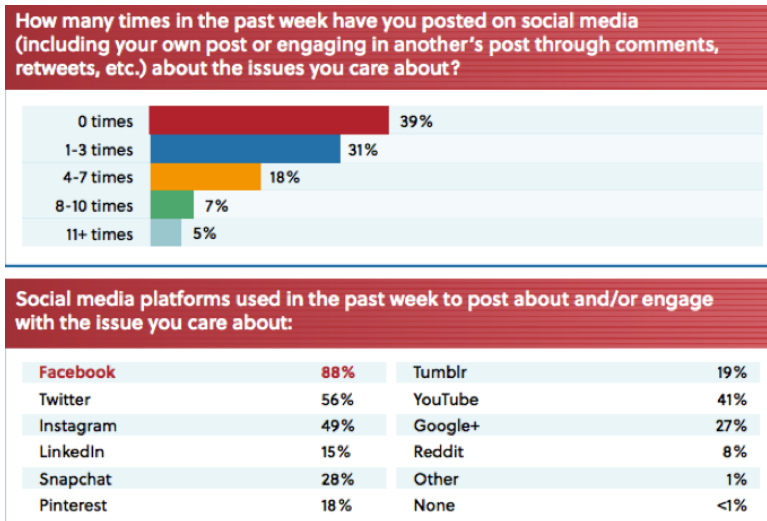


9. Are We Social Enough?

The purpose of advertising is to reach more visitors, turn those visitors into donors, and convince them to do so again. Many millennials use social media to talk about causes they care about. 61% of respondents indicated that they had posted on social media at least once in the past week with most of them posting 1-3 times (31%). (Jepson) CAFE has made previous efforts to take advantage of having a social media presence but both the Instagram and Facebook accounts of CAFE are lacking in content currently. Therefore, it is important to take steps today to engage and retain these donors through being present on social media.

9.1 Social Media Platforms

The four social media platforms that should be established are Facebook, YouTube, Twitter and Instagram. Facebook was considered the most popular social media platform respondents used to post or engage with social issues online (88%), followed by Twitter (56%), Instagram (49%), and YouTube (41%). Millennials not only use social media to connect themselves to other people, but to connect to ideas, causes, and brands. (Jepson)



9.2 Social Media Content

It isn't just about where we post, it's about what we post. CAFE needs to keep the social media content engaging, relevant, and most importantly, shareable. Here are some steps to create shareable content that appeals to millennials:

1. Including compelling stories that evoke emotion:
 - a. Posting stories of each student: Millennials need to experience a cause's work without having to be on site. More than 60% of respondents said they felt most invested in a cause when the nonprofit shared a compelling story about successful projects or the people it helps. (McDonald)
 - b. Posting education progress: Let people follow a specific person through their education progress rather than just knowing generally that they can be helped.
 - c. When someone makes a donation, post "Thank you Letter" to the specific donors to recognize their help and encourage more people to act.
 - d. Posting coffee and other projects' production process: Let people know what is going on in CAFE to create empathy.
2. Ending posts with a call-to-action:
 - a. Add donation button for people to donate with one click.
 - b. Add link to amazon smile online purchase of coffee.
 - c. Add link to official website to learn more.
3. Urge them to share the story they've heard. The more people that know about the CAFE story the better. If the story is memorable, those who've heard it will provide free marketing on their own accord.
4. Constantly update social media and interact with potential donors as frequently as possible.

9.3 Website Update

The website focuses on attracting members and building an ongoing relationship between the organization and visitor-turned donors. According to the Millennial Impact Report, over 75% of millennials' biggest nuisance is when nonprofits' website information is not updated ("Millennial Impact Report" 27). Furthermore, 60% of millennials liked it most when nonprofits shared information about successful stories about people ("Millennial Impact Report" 16). The results of our survey about the website have shown that the majority of millennials did not think the website was appealing and the majority of millennials who took the survey also agreed that if the organization updated their website that they could get more donations. The following are steps CAFE could take to update the website:

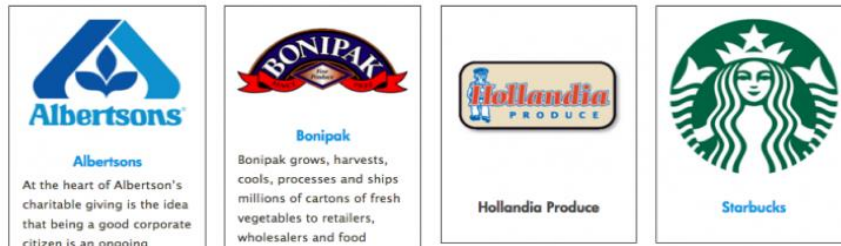
1. Make it easier to locate:
 - a. Register website with Google Search Console: It allows CAFE to submit the website to Google for indexing and increasing the possibilities of appearing in search results.
 - b. Apply for "Google Ad Grants Program" to advertise on Google Ads at no cost. This program gives qualified organizations \$10,000 per month in Google Ads spend to be used to promote their missions and initiatives on Google.com.
2. Add a "Donate Now" button on the web page to make it easier for viewers to donate.
3. Begin e-mail advertising:
 - a. Create popups and slide-ins on websites to collect viewers emails and phone numbers.
 - b. Send newsletters, social media updates, project info, donation request and purchase links through obtained emails.
 - c. When someone makes a donation, email the donors "Donation Certificate" to recognize their help and give them the ability to write off their donation. Update them of the students' progress to keep the interest of donors and make them repeat customers.
4. Add a donor recognition page:
 - a. One's website is a great place to showcase public appreciation about and support for the cause. To take advantage of this opportunity, CAFE can develop a section on the website that acknowledges the commitment of the supporters: one-time donors, recurring givers, peer-to-peer fundraisers, etc. CAFE can post messages to this part of the site that promotes thankfulness and shows appreciation for the time, effort, and impact these individuals have made. This is a personal connection to the supporters that can boost engagement with fundraising campaigns and loyalty to the organization. (Schmidt)
 - b. Below is an example of the Food Banks version of this:



SUPPORTERS

Investing in the health of Santa Barbara County benefits us all. We could not accomplish our goals without the support, involvement and enthusiasm of over 6,000 committed supporters.

Leadership Circle



9.4 Other Media

Besides the media methods mentioned above, CAFE can also advertise through other Media and organizations. It will help CAFE approach to more visitors and potential donors.

- Pitch stories to the press or newspapers to raise awareness. For example, we suggest CAFE to publish a story on the “News about Nonprofit Organizations” session of The New York Times.
- Advertising through other Nonprofit organizations such as registering at pittsburghgives.org. Through registering, CAFE will be listed as one non-profit organization on their website. Therefore, more people can know about CAFE and its mission.
- CAFE is suggested to do Institutional Fundraising and ask money from charitable foundations, corporations, and other businesses that are known for giving to nonprofits.

10. Coffee Bags: Brown is Better

One of the concerns raised by CAFE during their informative meeting with Business Communication students was that their packaging was unappealing to the younger generation. The silver lining did not attract the right kind of attention, doing the opposite in many cases, turning some away from wanting to buy the product. The case for a more natural looking bag has been made a number of times to CAFE over the years, but their situation has not allowed for it. We believe we have a solution to that issue that has so long plagued them.

According to our secondary research findings “73% of millennials were willing to spend more on environmentally-conscious products.” With this in mind, we want to suggest to CAFE a new way

of packaging their coffee for transport and for sale. The public prefers something that looks more natural, with the silver bags looking overtly chemical and disagreeable with the current views of the public, there is a change that needs to occur. This is not the only reason millennials tend to feel more comfortable with the brown bags, below is a word bank that was created based on the words most often chosen to explain the subjects opinions on the paper bag. Word clouds allow researchers to view the most repeated results from text questions with the size/darkness of the word showing this frequency.

If you chose figure 1 (brown paper bagged coffee), please briefly explain why.



People tend to be reminded of the more natural feel they long for in their coffee products. CAFE has the delicious coffee but has had difficulty pulling in the appeal of the customers, partially due to the look of the bag. Our first suggestion is, of course, to move the bag type to something similar to what is pictured here:



These bags are readily available in the U.S. and many coffee companies use them already, they are lined with polypropylene to keep the contents fresh and have a clasping mechanism at the top to re-seal the coffee after it has first been opened. The issue comes with the fact that CAFE cannot get their coffee in these bags to ship them to the U.S., thus making them have to be packaged here. Therefore, we move to the second part of this suggestion.

10.1 The Larger Quantity Packages

The plant that currently packages the coffee in Honduras can only do so with the silver bags that are currently being used. Our suggestion to remedy this is to package the beans in larger, vacuum sealed bags, and transport those to the United States, instead of a large quantity of smaller bags. The minimum size for an order from Honduras, according to Maria's Husband and CFO of the charitable foundation, is 500 lb.'s. This is approximately 500 bags of coffee pre-packaged that Maria then has to put labeling on herself in the U.S. Having local coffee roasters package the coffee would allow them to use their machines to put the stickering on, saving Maria a lot of time and hassle. This allows CAFE to better focus their efforts on the company and not have to worry about each individual bag they sell. This would save on shipping costs for the product, as it would not take up as much space, as well as on the package cost in Honduras. They would also save money in the long run by re-packaging here in the U.S. after the fact, as contacting a local coffee roaster to use their facility to bag CAFE's coffee should not be a difficulty.

10.2 Packing in Pittsburgh

According to "Good Food Pittsburgh" magazine there are a large number of local coffee roasters in the Pittsburgh area, with 13 being mentioned on their limited list alone. Any number of these roasters could be contacted by CAFE in the future, where CAFE could make their case about their organization and the current need it has. Having this process done in the United States will save the company money in the long run, allow them to save their own time in the process, and fix the issue of an unappealing bags.

11. Patreon: The Best Thing You've Never Heard of

Patreon was started in May of 2013, begun with the mentality that people would be able to support different content creators, artists, and others directly instead of relying on ad revenue from platforms like YouTube. Under their terms of use, people are able to donate money to help support their content creators and be patrons to their cause, whatever that may be. Now "Content Creators" is defined very loosely, allowing for any number of people to start up their own Patreon, as long as the content is not copyrighted or against their terms of use. Individuals, groups, or even companies who have a Patreon account can support anyone they wish to. Due to the loose nature of Patreon and the ease of use, we have decided to suggest that the Coffee Arabica Foundation for Education could begin their own Patreon for their coffee business.

According to our secondary research we found that 92% of millennials had a subscription already, mostly supporting YouTube content creators, but with millennials subscribing in all manner of ways what would hold them back from subscribing to a coffee delivery service? There are already some examples of companies following this model on their own personalized websites, one we can compare CAFE to is that of "Player One Coffee." They cater to a certain crowd of Millennials, while CAFE also caters to their own demographic of millennials. Over the past several years there has been a move towards getting things delivered to your home more and more, as the internet of things has grown, and E-Commerce has risen in prominence. Brick and mortar stores are not making the profits they once did. Under this mentality, companies like

“Player One Coffee” and other home delivery services like the “Dollar Shave Club” have a large following of Millennials getting things delivered to their home.

11.1 Creating the Page

We suggest that instead of adding onto their current website or creating a new website, CAFE could create their own Patreon page following the rework of the packaging of their coffee. We feel that using this platform would help their message come across to millennials much easier as well as help them to sell more of their delicious coffee to those who would like to purchase it. The idea would be to create a subscription page on Patreon describing their goals and the mission of the non-profit company in the short and long term. Showing exactly what that money would be used for could help convince the public to donate to the cause or purchase the subscriptions necessary to fund CAFE and in turn support the Honduran children’s continued education.

The platform allows for multiple tiers for patrons to choose how they will support the cause. This would allow supporters to order different amounts of coffee at different prices and have them sent monthly to their home. In this way, CAFE could begin to gain consistent customers who have money taken out of their account at the beginning of each month and coffee sent according to their donation amount. This would help CAFE to make more money in the long run and not have to worry about pitching their coffee in small venues or to local coffee houses to sell it nearly as often as they do currently.

11.2 Using Tiers

Patreon uses their tier system to help delineate what is given to those at different tiers, which allows for a tier of just donations as well. If someone doesn’t really like coffee all that much but wants to support the cause they can also do so through Patreon. This allows the company to also gain donations directly to the non-profit on a monthly basis if that is what the patron wishes to do. These can be open amounts for general donations to the non-profit as well, allowing people to even just donate a small amount every month to support the cause that won’t break their bank account. Now the tiers dealing with coffee can be geared towards getting a larger quantity of coffee per month, one-time perks, or updates on the kids in Honduras that they are supporting with their patronage.

We wanted to make sure that people would be willing to pay for the product through a subscription service like Patreon, so we asked them a few questions through our survey. They were asked whether the price of the subscription being less than, equal to, or more than the current amount they pay for their coffee needs mattered. When the price was less than their current needs 60% said they would be at least interested in the idea, then if the price was the same that number becomes 42%, and finally if the price was more expensive then it drops to 28%. The numbers for unsure follow this opposite pattern, rising as the interest falters, starting at 12%, then 23%, then 30% respectively. This leads us to believe that many of the unsure people could be persuaded easily to move into liking the idea and even participating if they understand the cause and have more information on the subscription service than just the brief one provided.

This same mentality can be applied to most people who are unsure of exactly what is included in the product they are being pitched.

These numbers also lead us to believe Coffee Arabica Foundation for Education would have to make a case for having their coffee more expensive than people's regular coffee needs through the subscription service. While Patreon does take 5% of each subscription, CAFE could compensate for this by creating one-time gifts for those who decide to support the company and commit to a monthly program of getting coffee sent direct to home. This could include a shirt, updates on the kids being sponsored, stickers from the company, etc. The possibilities for extra add-ons are almost endless, as long as CAFE is able to keep the subscriber base getting their coffee and helping the children go to school, the means are worth the ends. Therefore, we have a sample tier system that CAFE could use to help convince those who are in the unsure category into that of being interested.

11.3 The Sample Tier System

- Tier 1 would be just for donations to CAFE and for the benefit of the children. This is for those who wish to support the company but may not be interested in coffee. It would be a “pay what you want” tier so that those who can only afford a dollar a month can give that to help the company. Since Patreon subscriptions get taken out of a person's account at the beginning of each month those little subscriptions are nothing the person has to remember or worry about and can greatly help the non-profit.
- Tier 2 would be at \$15.00 per month. This would be for 1 bag of coffee and a one-time thank you note from one of the children sponsored and possibly some other sort of small gift, such as a company laptop sticker.
- Tier 3 would be at \$30.00 per month. This would be for 2 bags of coffee, everything included in tier 1 as well as a one-time gift of a shirt, or similar clothing item, and a note from Maria thanking them for their patronage.
- Tier 4 would be at \$45.00 per month. This would be for 3 bags of coffee, everything from the first 2 tiers, as well as receiving a coffee mug with the CAFE logo and an invitation to one of CAFE's fundraising events to meet the staff.
- Tier 5 would be at \$55.00 per month. This would be for 1 bag of coffee, everything from the previous tiers, and direct sponsorship of a student in middle school for a year. This would include direct contact with that student over the 12-month period and updates on their progress in school.
- Tier 6 would be at \$125 per month. This would be for 1 bag of coffee, everything from the previous tiers, but no direct sponsorship of a student in high school for a year. This would include direct contact with that student over the 12-month period and updates on their progress in school.

These tiers would provide patrons with the opportunity to support how they would like at the price they deem appropriate to their situation. This way they do not feel like they are overspending and will help spread the message of how a bag of coffee can bring education to kids who wouldn't otherwise be able to afford that luxury.

11.4 Pitch Piece

Following this page is our Pitch Piece, showing a sample of the Patreon page that could come about if our recommendations are followed by CAFE. This includes a small explanation for the Patreon page as well as details of the above tiers that help the customer/ patron to see exactly what they are giving their money to, and what it is doing to help CAFE.

12. Conclusion

Slightly over half of millennials (52%) make a donation to a cause affiliated with a social issue each month. Aside from the fact that the majority of millennials are donors, millennials are also more likely to increase their giving year-over-year compared with other age groups. (Jepson) To better communicate with and attract millennial donors, CAFE is advised to combine social media communication tools and coffee subscription channels.

To achieve the work required, CAFE could connect with college campuses and search for college interns. Better establishing the social media platforms and polishing the contents will help CAFE reach more visitors and turn those visitors into donors. Redesigning the package and creating the Patreon page will increase the sales of coffee and greatly help the company as well. Through these efforts, we believe CAFE will establish excellent relationships with customers and donors alike, helping the company to grow and expand. This will make it so that even more children can get the education they need to move out of impoverishment and begin the lives they wish to live.

12.1 Next Steps

Overall, to build more effective communication with millennial audience, we made recommendations from 4 aspects. CAFE is suggested to do the following steps:

1. Campus Recruitment
 - a. Invest in recruiting college interns through Handshake.com.
 - b. Connect with The University of Pittsburgh, Carlow University, Duquesne University, Chatham University, and Carnegie Mellon.
2. Advertising
 - a. Establish four social media platforms: Facebook, YouTube, Twitter and Instagram; keep the social media content engaging, relevant, and most importantly, shareable.
 - i. Include compelling stories that evoke emotion
 - ii. End posts with a call-to-action
 - iii. Constantly update social media and interact with potential donors as frequently as possible.

- b. Update the website
 - i. Make it easier to locate through Google Search
 - ii. Add a “Donate Now” button on the web page to make it easier for viewers to donate.
 - iii. Begin e-mail advertising: collect viewers emails and phone numbers and email the donors “Donation Certificate”
 - iv. Add a donor recognition page.
 - c. Other Media
 - i. Pitch stories to the press or newspapers to raise awareness.
 - ii. Advertising through other Nonprofit organizations such as registering at pittsburghgives.org.
 - iii. Institutional Fundraising: asking money from charitable foundations, corporations, and other businesses that are known for giving to nonprofits.
3. Redesign Coffee Bags
- a. Design a new way of packaging and move the bag type to brown paper bag.
 - b. Package the beans in larger, vacuum sealed bags, and transport those to the United States, instead of a large quantity of smaller bags.
 - c. Contact a local coffee roaster in the Pittsburgh area to use their facility to bag CAFE’s coffee
4. Patreon Subscription Page
- a. Create a subscription page on Patreon describing the goals and the mission of CAFE.
 - b. Use a tier system to provide different patrons with different subscription packages, at the price they deem appropriate to their situation.
 - c. Create one-time gifts for those who decide to support the company and commit to a monthly program of getting coffee sent directly to home. This could include a shirt, updates on the kids being sponsored, stickers from the company, etc.

The above steps cover what we suggest CAFE to do next. Please consider these recommendations as a way to grow your business.

We are eager to receive your feedback and are excited to help grow your business. We wish CAFE all the best in the coming school year!

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Appendix

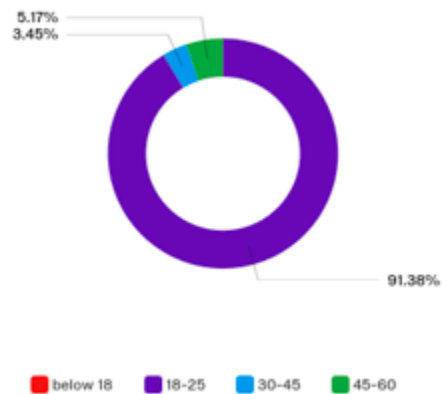
Exhibit 1

Coffee Arabica Foundation for Education Qualtrics Survey. We have provided every question in the survey as well as the graphic results for each question in order to better help you understand the survey results.

Start of Block:

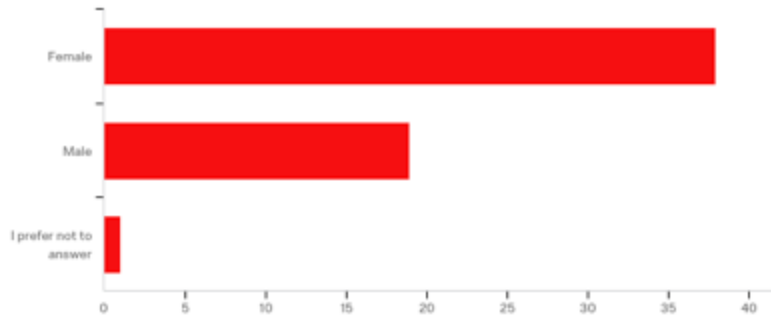
Q1 How old are you

- below 18 (1)
- 18-25 (2)
- 30-45 (3)
- 45-60 (4)



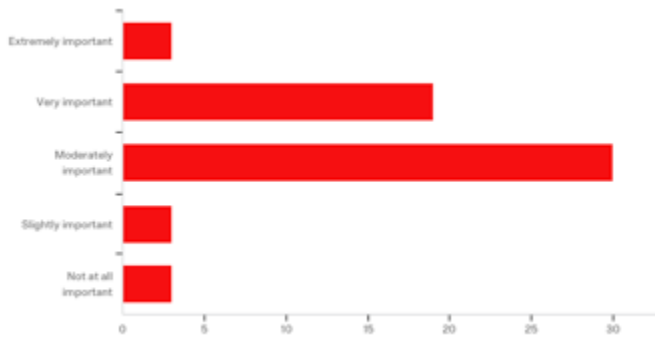
Q2 Are you a male or female?

- Female (1)
- Male (2)
- I prefer not to answer (4)



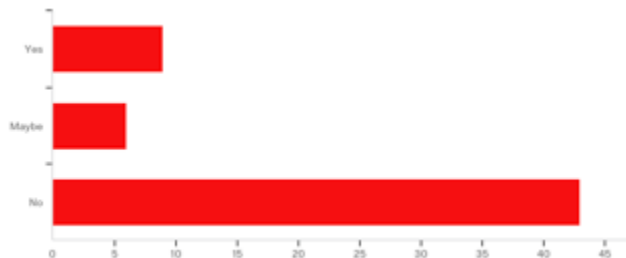
Q3 How important is it to you to buy products that support a good cause?

- Extremely important (1)
- Very important (2)
- Moderately important (3)
- Slightly important (4)
- Not at all important (5)



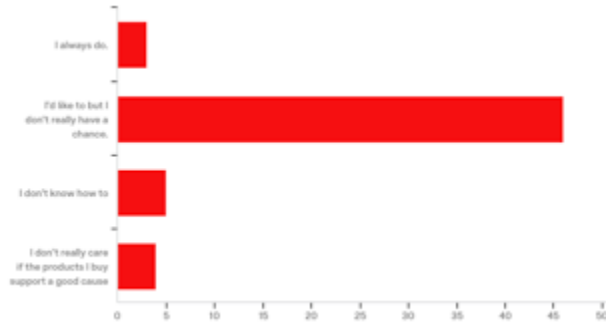
Q4 Have you ever heard of the Coffee Arabica Foundation for education?

- Yes (1)
- Maybe (2)
- No (3)



Q5 How often do you buy products that support a good cause?

- I always do. (1)
- I'd like to but I don't really have a chance. (2)
- I don't know how to (3)
- I don't really care if the products I buy support a good cause (4)

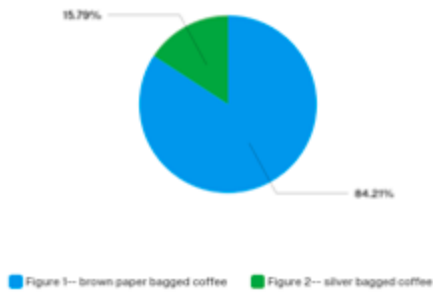


Q6 You are about to observe two bags of coffee. The brown paper bag of coffee is considered figure 1. The second photo is figure 2.



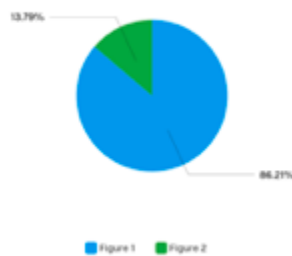
Q7 Now that you have seen both figure 1 and figure 2, which of the above pictured coffee bags looks more appealing?

- Figure 1-- brown paper bagged coffee (1)
- Figure 2-- silver bagged coffee (2)



Q8 Which bag of coffee would you choose if they were both the same price and the same quality?

- Figure 1 (1)
- Figure 2 (2)



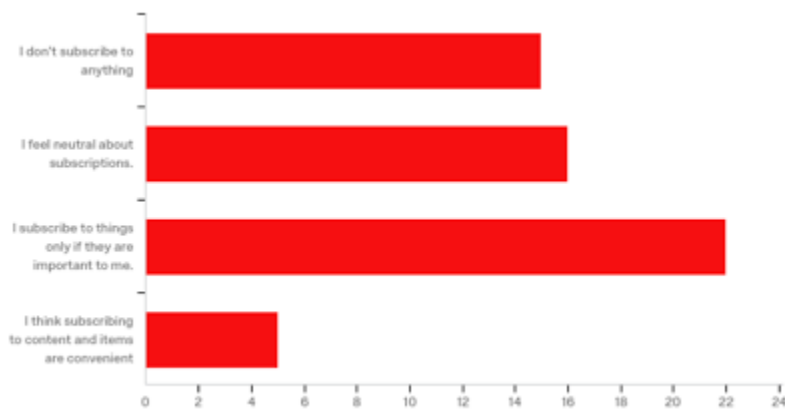
Q9 Please briefly explain why you would pick either figure 1 or figure 2.

If you chose figure 1 (brown paper bagged coffee), please briefly explain why.



Q10 Please rate the following statements about subscriptions.

	I don't subscribe to anything (1)	I feel neutral about subscriptions. (2)	I subscribe to things only if they are important to me. (3)	I think subscribing to content and items are convenient (4)
How do you feel about subscriptions (1)	○	○	○	○



Q11 What kind of subscriptions do you have? This can be anything ranging from a music account, fit fab fun box, or newspaper subscriptions? Please list everything you are currently subscribed to.

Subscribed to The NY Times, Spotify, Netflix

Spotify

Music, Anime, Underwear, TV, iCloud storage?

N/a

Apple Music, iCloud space

Nothing

Non

ny times, fit fab fun box

Spotify, netflix

Spotify

I have a Spotify account then got a fab fit fun box once

Apple Music Netflix

None

Makeup, box for my son

Hulu, Spotify, gym membership

None

I have some newspaper subscriptions

Spotify

apple music, bircbox, netflix, hulu

spotify, netflix

Spotify and several video streaming services.

Spotify, fabletics

Apple Music

Music and tv

I have a subscription for Apple Music, Lola tampons, amazon prime, and Netflix

Music account, netflix, Amazon prime

fit fab fun box

organic tampons

Music , pbs, magazines for cooking gardening, books

WSJ, Apple Music, Hulu

Music

spotify

Spotify

Apple Music, Hulu, Netflix, Xbox love

music, ny times subscription

n/a

Amazon

apple music

Spotify

clothing, shoes, tickets

AppleMusic; JustFab;

Spotify Netflix hulu

Spotify, Netflix, Hulu, Amazon Prime, Chewy

Music, video games, language-learning

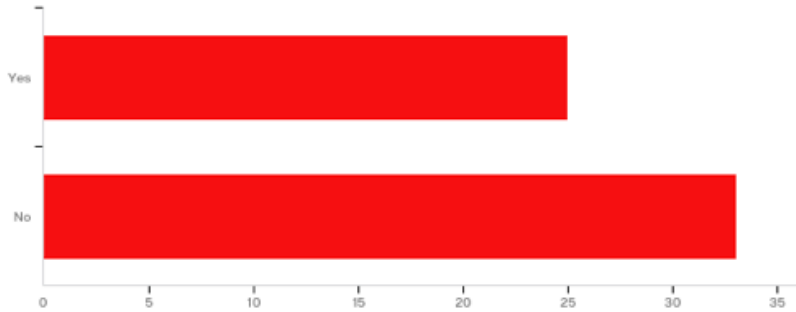
Netflix

Music, online yoga studio, STEM toys, baby wipes,

spotify netflix hbo

Q12 Have you ever heard of the website Patreon?

- Yes (1)
- No (2)



Q13 “Patreon would allow you to start a subscription with the Coffee Arabica Foundation for Education and begin getting coffee delivered to your door every week/ two weeks/ or month for a small contribution to their non-profit.

This would mean that you would no longer have to go out and buy inferior beans. You would no longer need to get them on your own time, and you would simultaneously support education for those who can’t afford it themselves!”

Please rank how interested you would be in subscribing to this particular system in regard to the following circumstances.

	Not interested at all (1)	Not interested (2)	I am unsure (3)	Interested (4)	I would love this! (5)
If this subscription cost you the same amount as your current coffee needs (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If this subscription cost you just a little bit more than your current coffee needs (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If this subscription was less expensive than your current coffee needs (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#	Question	Not interested at all		Not interested		I am unsure		Interested		I would love this!		Total
1	If this subscription cost you the same amount as your current coffee needs	17.24%	10	18.97%	11	20.69%	12	29.31%	17	13.79%	8	58
2	If this subscription cost you just a little bit more than your current coffee needs	21.05%	12	22.81%	13	29.82%	17	17.54%	10	8.77%	5	57
3	If this subscription was less expensive than your current coffee needs	15.79%	9	12.28%	7	10.53%	6	31.58%	18	29.82%	17	57

Q14 What university do you attend?

University of Pittsburgh

University of pittsburgh

University of Pittsburgh

University of pittsburgh

Pitt

Pitt

University of Pittsburgh

Dick

CMU

Pitt

Pitt

University of Pittsburgh

Graduate

N/a

Pitt

Pitt

pitt

University of Pittsburgh

Temple

NYU

Previously attended Carlow university

pitt

pitt

University of Pittsburgh

University of pittsburgh

University of Pittsburgh

University of Pittsburgh

University of Pittsburgh

University of Pittsburgh

University of pittsburgh

pitt

Pitt

pitt

PITT

University of Pittsburgh

Pitt

university of pittsburgh

University of pittsburgh

University of Pittsburgh

University of Pittsburgh

University of Pittsburgh

Duquesne

Pitt

Carlow

University of Pittsburgh

University of Pittsburgh

Pitt

Duquesne University

University of Pittsburgh

University of Pittsburgh

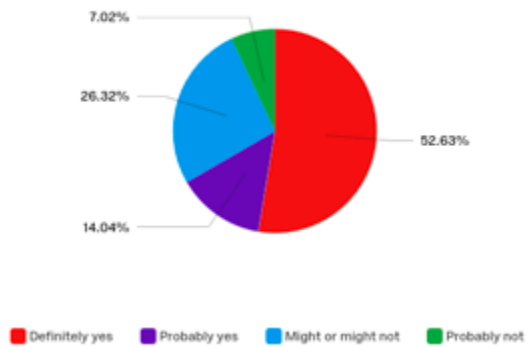
Pitt

NA

pitt

Q15 Does your school offer a membership to Handshake.com?

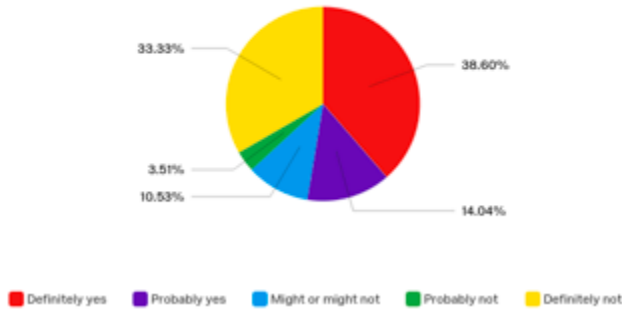
- Definitely yes (1)
- Probably yes (2)
- Might or might not (3)
- Probably not (4)



Q16 Are you currently searching for internship opportunities?

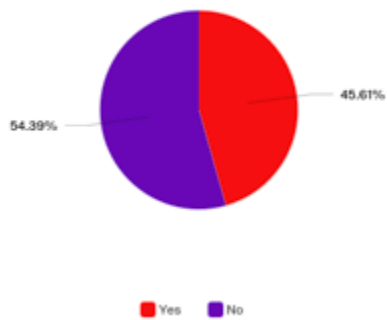
- Definitely yes (1)
- Probably yes (2)
- Might or might not (3)

- Probably not (4)
- Definitely not (5)



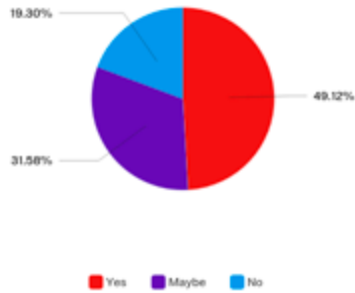
Q17 Do you use Handshake.com to search for prospective job or internships?

- Yes (1)
- No (2)



Q18 Would you accept an unpaid internship that provided you real-world experience if the conditions were correct? (Location proximity, matching major requirement, and time commitment available)

- Yes (1)
- Maybe (2)
- No (6)



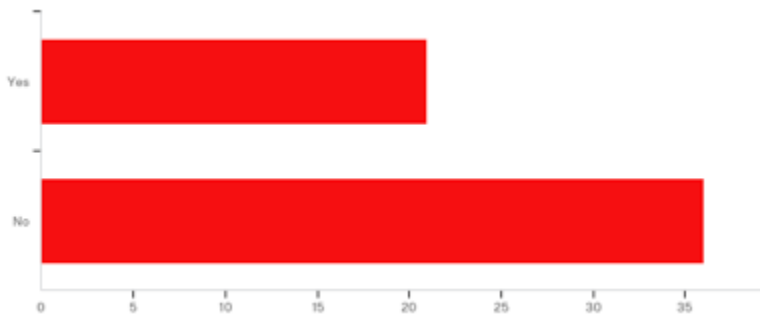
Q19 Have you ever heard of Amazon Smile?

Yes (1)

No (2)

Skip To: Q25 If Q24 = No

Skip To: Q26 If Q24 = Yes



Q20 Since you entered that have not heard of Amazon Smile here is a brief description:

Amazon donates 0.5% of the price of your eligible AmazonSmile purchases to the charitable organization of your choice. AmazonSmile is the same Amazon you know. Same products, same prices, same service. Support your charitable organization by starting your shopping at smile.amazon.com. With that, how likely are you to continue shopping on Amazon using Amazon Smile with the donations proceeding to go to help Honduran children attend school?

Extremely likely (1)

Moderately likely (2)

Slightly likely (3)

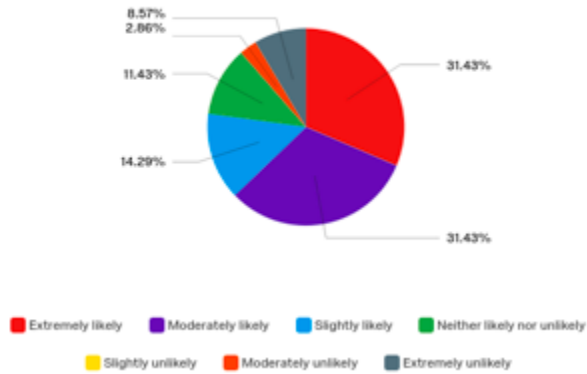
Neither likely nor unlikely (4)

Slightly unlikely (5)

Moderately unlikely (6)

Extremely unlikely (7)

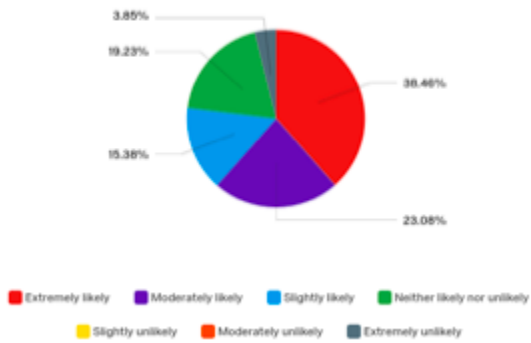
Skip To: Q26 If Q25 = Extremely likely



Q21 ONLY ANSWER THIS QUESTION IF YOU ALREADY KNOW ABOUT AMAZON SMILE/ USE AMAZON SMILE.

How likely are you to change your Amazon Smile charity to the Coffee Arabica Foundation after discovering that any money will prevent youth delinquency and help send young Honduran children to school?

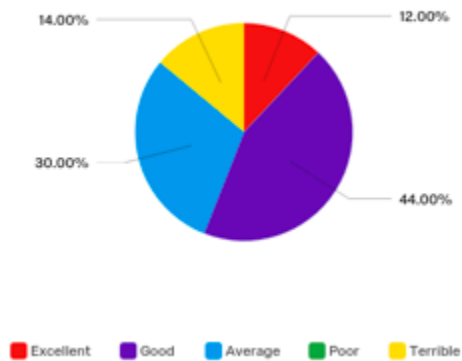
- Extremely likely (1)
- Moderately likely (2)
- Slightly likely (3)
- Neither likely nor unlikely (4)
- Slightly unlikely (5)
- Moderately unlikely (6)
- Extremely unlikely (7)



Q22 Please click on this link: <https://www.coffeecoop.org/> and review the website for the Coffee Arabica Foundation for Education?

After reviewing, describe how aesthetically pleasing this website appears.

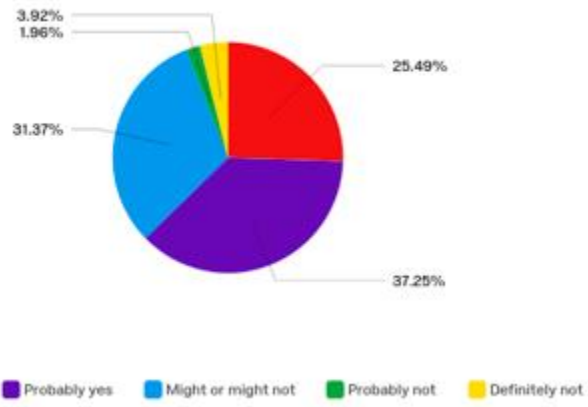
- Excellent (1)
- Good (2)
- Average (3)
- Poor (4)
- Terrible (5)



Q23 Do you think this important foundation (Coffee Arabica Foundation for Education) could maximize donations if they updated their website?

- Definitely yes (1)
- Probably yes (2)
- Might or might not (3)

- Probably not (4)
- Definitely not (5)



End of Block: Default Question Block